

NATIONAL CANNERS ASSOCIATION

Information Letter

FOR N. C. A. MEMBERS

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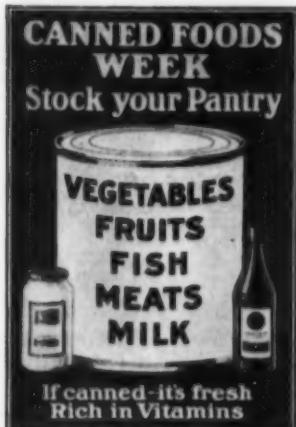
It Will be a Greater Canned Foods Week

Reports showing that Canned Foods Week will this year be observed on a larger scale than ever before were received at a meeting of the National Canned Foods Week Committee held in New York City, September 15. The meeting was attended by representatives of the various trade associations cooperating in the campaign, and everyone present was enthusiastic over the outlook.

The Wholesale Grocers Associations have already appointed their chairmen and subchairmen for local committees in nearly 300 towns and cities. The National Foods Brokers Association has named committeemen in 165 cities to cooperate in the campaign.

To date, local committees have been provided for in nearly 150 cities not covered in the 1924 campaign, and it is expected that every city observing Canned Foods Week last year will again participate in the event. The goal of the National Committee is to organize every city of 10,000 population or over in the country, and there is good promise of its being attained. In addition, the committees in the larger cities are expected to arrange for Canned Foods Week, as they did last year, in hundreds of smaller communities.

Samples of the two posters exhibited at the committee meeting evoked praise for both their design and color work. Seven hundred thousand have been ordered—600,000 of a size suitable for window use and 100,000 for billboards and other display purposes. The lithographer is ready to start delivery and the posters will be placed in the hands of the local committees in ample time to permit effective distribution to retailers. Sixty thousand muslin streamers for use on trucks and delivery wagons are also practically ready for distribution.



Three hundred and fifty thousand posters of this design, in colors, will be used in the campaign.

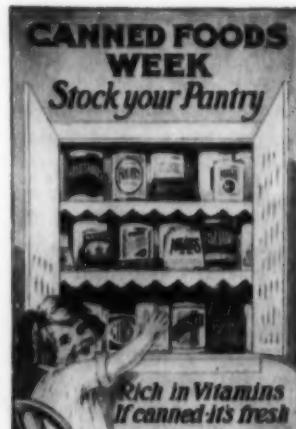
size buying list for the housewife, printed in four colors, which ties up the Phone for Food campaign with Canned Foods Week. The cover of this list reproduces one of the Canned Foods Week posters. Distribution of these lists to retailers will be made by the wholesale grocers.

It was reported to the Committee that of the \$47,646 subscribed by canners to the general fund, \$33,136 had been collected up to September 15, and that remittances of pledges were being received daily. Contributions to the general fund from can manufacturers, canning machinery and supply companies, and their association amount to date to \$31,545. These funds are being used in the purchase of posters, streamers and other supplies, the remainder to be allotted to the local committees, which will raise additional funds for putting on the local campaigns. With more markets organized and with the distributors giving their hearty support, November 9 to 21 will see an immense amount of canned foods move into consumers' hands.

Canned Foods Week seals have also been prepared by H. Gamse & Bro. of Baltimore and Canned Foods Week buttons by the St. Louis Button Co.

The American Can Company has again generously offered to furnish 100,000 or more souvenir banks for use at luncheon affairs during the observance of the Week. The bank will be a No. 1 can with friction bottom so that it can be emptied when filled and will have a beautiful and appropriate design lithographed upon it.

The Sales Promotion Committee of the National Wholesale Grocers Association has prepared a pocket-



This poster, like the other, is in colors and 350,000 will be used.

Information Sought on Seeds

The Committee on Revision of Seed Contract appointed by President Trego early in the summer, is seeking through a circular letter to members this week information on losses due to poor seed experienced by canners during the past two or three years. It will be of great assistance to Mr. Meulendyke and his associates on the committee if canners will send in the information requested as promptly as possible.

The Raw Products Bureau, in conformity with a request made by the Department of Commerce at the conference last May, is this week asking the vegetable canners to send in lists of varieties covering the principal sorts used in canning. The Division of Simplified Practice of the Department of Commerce expects to use the list of varieties prepared by the National Canners Association and other vegetable growing interests as the basis of an official request to other agencies of the Government for the issuance of technical descriptions. Such descriptions will prepare the way for authoritative definitions of varieties. Much of the confusion and opportunities for unethical practice in seed merchandising arise from the lack of such generally accepted varietal definitions. It is believed that the cooperation of the canning industry along the line suggested will pave the way for important progress.

Car Loadings Decline

During the week ending September 5 loadings of revenue freight showed a decrease of 21,490 cars from the previous week, when loadings amounted to 1,124,436 cars—the greatest number loaded during any one week on record. For the eighth consecutive week, however, loadings have exceeded the million mark. The total for the week of September 5 was an increase of 181,643 cars over the corresponding week last year.

Estimates of Kraut and Cucumbers for Pickles

The Bureau of Agricultural Economics has issued revised acreage statistics on cabbage for kraut and a forecast of the production of kraut, based on September 1 condition, which indicate an output of 128,600 tons of kraut as compared with 160,000 tons in 1924 and 166,600 tons in 1923.

The output of cucumbers for pickles in 1925, as forecast by the Bureau of Agricultural Economics on the basis of revised acreage figures and conditions on September 1, is 8,407,000 bushels, as compared with 2,652,000 bushels in 1924 and 3,342,000 bushels in 1923.

Trend of Wholesale Prices

Wholesale prices in August were slightly higher than in July, according to the U. S. Department of Labor, the index number being 160.4 in August and 159.5 for the preceding month.

Farm products advanced above the July level, due to rising prices of rye, wheat, cattle, hay, hides, and tobacco. Foods averaged higher, with increases for meats, butter, coffee, and flour. Small increases were recorded in cloths and clothing, metals and metal products, building materials, and chemicals and drugs. Fuel and lighting materials, notwithstanding slight increases for anthracite and bituminous coal, averaged lower than in July, due to pronounced declines in prices of gasoline and crude petroleum. In miscellaneous commodities the sharp drop in rubber prices caused the index number to recede almost 4 per cent.

Compared with a year ago prices, as a whole, showed an increase of 7 per cent.

Complaint Issued Against Grocers Association

In a complaint issued by the Federal Trade Commission, the Wholesale Grocers Association of New Orleans is charged with uniting in a common course of action to confine the distribution of groceries and allied products in its territory to "regular and legitimate channels." The complaint asserts that the Association has sought to prevent these products from going to "irregular and illegitimate dealers" and thereby to suppress competition and especially competition in price.

Foreign trade of the United States in August totaled \$758,000,000. Imports were \$375,000,000, a gain of \$49,000,000 over July, while exports were \$383,000,000, a gain of \$33,500,000.



Sixty thousand muslin streamers will be carried on trucks
and delivery wagons to advertise Canned Foods Week.